



# PROGRAMME



**9.00am Kick-off!**

**9.15am Opening keynote: Where sport, culture and commerce collide**  
Alex Witcher, Former Senior Marketing Director, Nike North America

**9.50am PANEL | This Girl Can: Why the biggest opportunity for brands lies in women's sport**  
Moderator - Megan Compain, Director, EightyOneX  
Sue McGregor, Head of Sponsorship & Corporate Marketing, ANZ  
Rachel Ellerm, National Marketing Director, Lion

**10.30am MORNING TEA BREAK**

**11.05am Athletes as Brands: What marketers need to know**  
Stuart Duguid, Senior Vice President, IMG/ Business Manager for Naomi Osaka and Nick Kyrgios  
Dan Hooker, UFC Athlete  
Brooke Howard-Smith, CEO, WeAreTENZING

**12.10pm How Uber Eats hijacked the Australian Open broadcast with a modern take on product placement**  
Uber Eats Australia and Special Australia - Speakers to be announced.

**12.45pm LUNCH BREAK**

**1.50pm PANEL | Digital innovation in sport - from eSports to virtual fan experiences**  
Moderator - Brooke Howard-Smith, CEO, WeAreTENZING  
Matt West, Managing Director & Partner, EightyOne  
Duane Mutu, Founder & Director, Let's Play Live

**2.30pm The mass disruption of sports broadcasting and what it means for advertisers**  
Jeff Latch, Head of Spark Sport, Spark Sport

**3.10pm AFTERNOON TEA BREAK**

**3.35pm How much is it worth? Measuring real ROI on sports sponsorship.**  
Steve Whately, Director, Commercial & Consulting, Nielsen Sports

**4.10pm Using sport creatively to build brand equity: How the ASB Classic morphed from a tennis tournament to Auckland's biggest social event**  
Karl Budge, Head of New Zealand Event and Commercial Director, SailGP

**5.00pm Networking Drinks**

\*Programme is subject to change



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